

Mayo Clinic Walk to Wellness

NASA

A thick orange horizontal bar with rounded ends, positioned below the NASA text and extending to the right edge of the slide.

What is Walk to Wellness?

- Ready-to-use interactive walking campaign
- Easy to implement and promote
- Tracks progress on a population-wide basis
- **Dedicated time** for physical activity
 - Not 10,000 steps a day

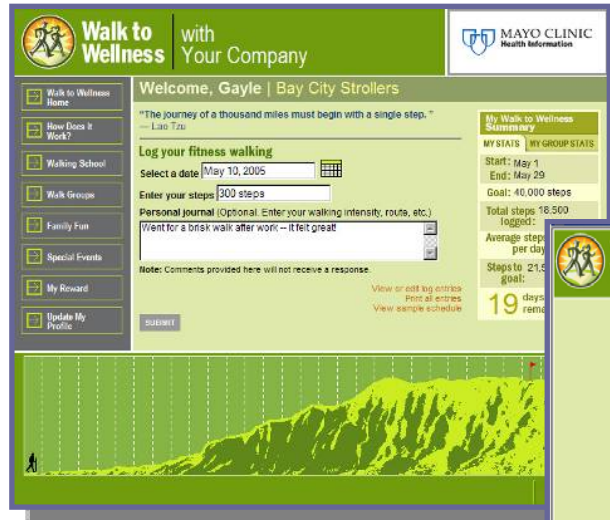


Walk to Wellness Highlights

- Targets inactive population
- Track steps or minutes
- Individual or group participation
- Walking resources
- Tracking tools
- Weekly motivational e-mails

The screenshot displays the Mayo Clinic EmbodyHealth website's 'Walk to Wellness' campaign page. At the top, the Mayo Clinic logo and 'EmbodyHealth' branding are visible, along with a user login area for 'Kirm Testing'. A navigation bar includes links for 'Monitor My Health', 'Improve Lifestyle Habits', 'Manage Chronic Conditions', 'Make Treatment Decisions', 'Connect With Others', and 'Health Info A - Z'. A search bar is present, and a 'Walk to Wellness' banner indicates the campaign is provided by XYZ Incorporated. The main content area features a 'Welcome' message, a 'Join now!' button, and a 'My Walk to Wellness Summary' sidebar. The summary shows the campaign dates (December 19, 2005, to January 15, 2006), a goal of 20,000 steps, and current progress (0 steps logged). The page also includes a 'Sample walking schedule' and a 'Tell us what you think!' feedback link.

Walk to Wellness Experience



Walk to Wellness with Your Company MAYO CLINIC Health Information

Welcome, Gayle | Bay City Strollers

"The journey of a thousand miles must begin with a single step."
— Lao Tzu

Log your fitness walking

Select a date: May 10, 2005

Enter your steps: 300 steps

Personal Journal (Optional: Enter your walking intensity, route, etc.)
Went for a brisk walk after work — it felt great

Note: Comments provided here will not receive a response.

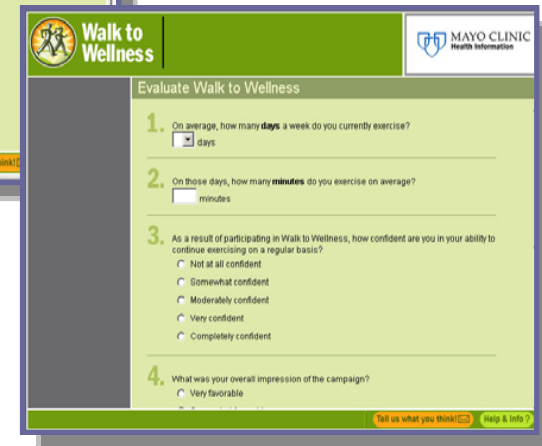
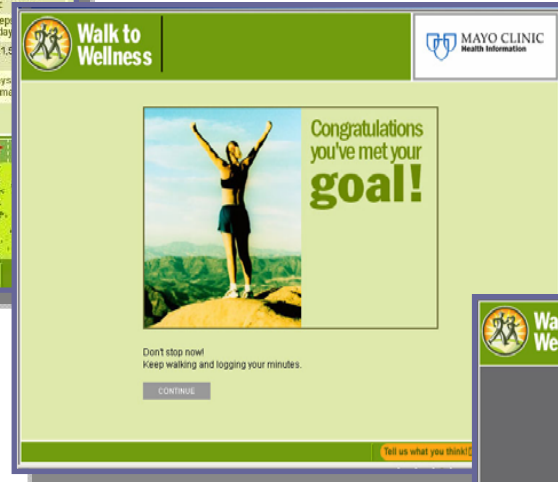
View or edit my entries | Print all entries | View sample schedule

Submit

My Walk to Wellness Summary

MY STATS | MY GROUP STATS

Start: May 1
End: May 29
Goal: 40,000 steps
Total steps: 18,500
logged:
Average steps per day:
Steps to 25.5 goal:
19 days remaining



Walk to Wellness MAYO CLINIC Health Information

Evaluate Walk to Wellness

1. On average, how many days a week do you currently exercise?
days

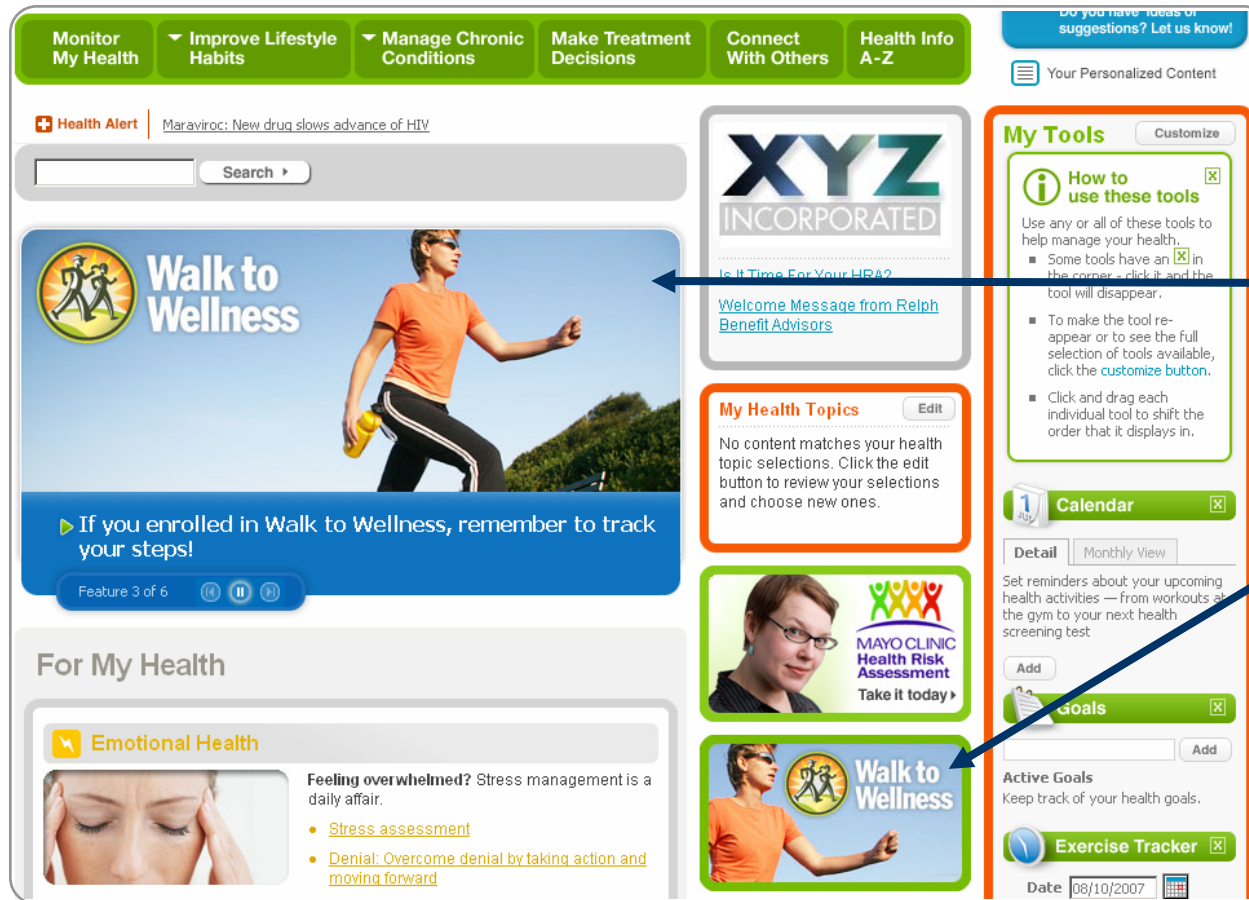
2. On those days, how many minutes do you exercise on average?
minutes

3. As a result of participating in Walk to Wellness, how confident are you in your ability to continue exercising on a regular basis?
☐ Not at all confident
☐ Somewhat confident
☐ Moderately confident
☐ Very confident
☐ Completely confident

4. What was your overall impression of the campaign?
☐ Very favorable

Tell us what you think | Help & Info

How to Enroll in Walk to Wellness



Enrolling is
easy -
just click
here
or
here
to get
started

The Enrollment Period

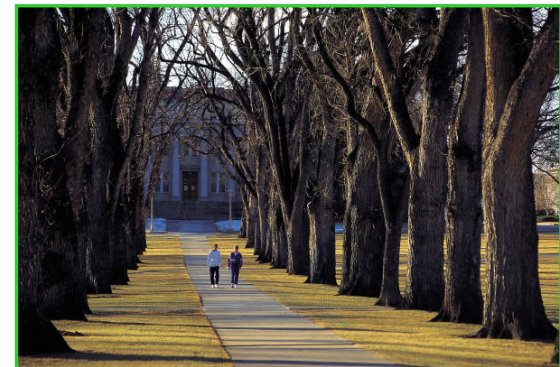
- Enrollment takes place before the campaign begins
– October 7 through October 20, 2008
- During the enrollment period, individuals select their goal and decide to join a walking group or to walk alone
- Once the campaign begins on October 21, enrollment is closed and selections cannot be changed. Campaign ends on November 17.

Selecting A Program

Walk to Wellness lets individuals customize their walking experience.

They select:

- Their goal
- Whether to walk alone or in a group
- Whether to track minutes or steps
- Whether to receive motivational e-mails



How Does Walk to Wellness Work?

The screenshot shows the 'Walk to Wellness' website interface. At the top, there's a green header with the 'Walk to Wellness' logo (two stylized figures walking) and the text 'With your organization'. To the right is the 'Mayo Clinic Health Solutions' logo. Below the header, a sidebar on the left contains navigation links: 'My Walk to Wellness Home', 'How Does it Work?', 'Walking School', 'Walk Groups', 'Family Fun', 'My Reward', and 'Update My Profile'. The main content area has a green background. It starts with a 'Welcome Trish O!' message and a quote from Mahatma Gandhi: '“You may never know what results come of your action, but if you do nothing there will be no result.”'. Below this is a section titled 'Log your fitness walking'. It includes a 'Select a date' field with '08/02/2007' and a calendar icon, an 'Enter your minutes' field with '30', and a 'Personal journal (Optional. Enter your walking intensity, route, etc.)' text area containing 'Walked through the skyway'. A 'SUBMIT' button is at the bottom left of this section. To the right of the journal is a 'My Walk to Wellness Summary' box. It contains 'MY STATS' with the following information: 'Start: August 01, 2007', 'End: August 28, 2007', 'Goal: 400 minutes', 'Total minutes logged: 10', 'Average minutes per day: 5', 'Minutes to goal: 390', and '27 days remaining'. At the bottom of the main content area is a green banner with a silhouette of a person walking on a path towards a hill. A 'Help & Info ?' link is in the bottom right corner.

Walk to Wellness

With your organization

Mayo Clinic Health Solutions

Welcome Trish O!

“You may never know what results come of your action, but if you do nothing there will be no result.”
— Mahatma Gandhi

Log your fitness walking

Select a date: 08/02/2007

Enter your minutes: 30

Personal journal (Optional. Enter your walking intensity, route, etc.)
Walked through the skyway

SUBMIT

[View or edit past entries](#)
[Print all entries](#)
[View sample schedule](#)

My Walk to Wellness Summary

MY STATS

Start: August 01, 2007
End: August 28, 2007
Goal: 400 minutes
Total minutes logged: 10
Average minutes per day: 5
Minutes to goal: 390
27 days remaining

Help & Info ?

Once Walk to Wellness starts on October 21, individuals track their walking progress with an interactive log and a personal walking journal

Monitoring Walk to Wellness Progress

Walk to Wellness With your organization

Mayo Clinic Health Solutions

Welcome Trish O!

"You may never know what results come of your actions, but you will know that if you do nothing there will be no result."
— Mahatma Gandhi

Log your fitness walking

Select a date: 08/02/2007

Enter your minutes: 30

Personal journal (Optional. Enter your walking intensity):
Walked through the skyway

SUBMIT

My Walk to Wellness Summary

MY STATS

Start: August 01, 2007
End: August 28, 2007
Goal: 400 minutes
Total minutes logged: 10
Average minutes per day: 1
Minutes to goal: 390
22 days remaining

Individuals will see their up-to-date statistics on their progress toward the goal they set

Access the Walking School

**Walk to Wellness**

With your organization

Mayo Clinic
Health Solutions

[My Walk to Wellness Home](#)

[How Does it Work?](#)

[Walking School](#)

[Walk Groups](#)

[Family Fun](#)

[My Reward](#)

[Update My Profile](#)

Walking shoes: Features and fit that keep you moving

Wearing walking shoes that are comfortable and fit your feet can help prevent injuries such as blisters and calluses. Walking shoes that fit properly can also help you stick with your walking program. But not all shoes are created equal. Find the features and fit that are right for you.

Look for helpful features

How a shoe is built makes a difference in its fit and function. Knowing the basic parts of a walking shoe can help you sort through the many available styles and brands. Note: Not all walking shoes have roll bars or gel pads, though many have features that provide stability and cushioning.

Features of a walking shoe



Directions
Move your mouse pointer over the labels to see what each feature does.

[Help & Info ?](#)

The Walking School section provides information on all things walking, from pedometers to what to look for in a walking shoe and more!

Starting or Joining A Walking Group



The screenshot shows the 'Walk to Wellness' website. At the top, there is a green header with the 'Walk to Wellness' logo on the left, the text 'With your organization' in the center, and the 'Mayo Clinic Health Solutions' logo on the right. Below the header, on the left, is a vertical sidebar with several menu items, each with a right-pointing arrow icon: 'My Walk to Wellness Home', 'How Does it Work?', 'Walking School', 'Walk Groups', 'Family Fun', 'My Reward', and 'Update My Profile'. The main content area is titled 'Walk Groups' and features a photograph of three people walking. To the right of the photo, there is text explaining that walk groups are great for adding life to a walking routine and providing motivation. Below the photo, there are two links: 'How to start a walking group' and 'Participating in organized walks', each followed by a short paragraph of text. At the bottom right of the main content area, there is a 'Help & Info ?' link.

Walk to Wellness | With your organization | Mayo Clinic Health Solutions

Walk Groups

Walk groups are great ways to add life to your walking routine. Walking with others can make your jaunts more interesting — and provide motivation and support to keep walking.

[How to start a walking group](#)
Are you bored walking alone? Find motivation in numbers. Start a walking group today!

[Participating in organized walks](#)
Organized walks can be fun, motivational — and an easy way to add another level to your walking routine.

[Help & Info ?](#)

Walk to Wellness options:

- Start a walking program on your own
- Start a walking group
- Join another walking group

To Lead A Walking Group

- Indicate intent during enrollment
- Complete profile
- Submit a name and password for group
- Invite others to join group
- Organize walking activities for group
- Receive helpful tips from Walk to Wellness on being a group leader



To Participate in A Walking Group*

- Indicate interest during the enrollment period
- Enter the name and password of the group you've been invited to join
- See progress plus the total for walking group

** Walking groups provide motivation and support.
They're not competitive.*

Completing Walk to Wellness

The Walk to Wellness campaign is completed when the individual user:

- Reaches their selected walking goal (minutes or steps)
- 28-Day Campaign Goals
 - Getting Started: 200 minutes/20,000 steps
 - Ready to Go: 400 minutes/40,000 steps
- Completed the end-of-campaign survey, which is presented after they have logged enough minutes or steps to meet their goal



Collect your reward

The screenshot shows a web page for the Mayo Clinic's "Walk to Wellness" program. At the top, there's a green header with the "Walk to Wellness" logo on the left and the Mayo Clinic Health Solutions logo on the right. Below the header, the page is divided into two main sections. On the left, a grey sidebar contains a "Congratulations!" message, stating that the user has met their goal and is eligible for a free reward. It prompts the user to "Select a free e-booklet from this list." and shows a small graphic of a checklist. The main content area on the right is light green and displays eight e-booklet options in a grid. Each option includes a small thumbnail image of the booklet cover, a brief description of the booklet's content, and a link to download it. The booklets are: "Healthy Meals for Hurried Lives", "Healthy Traveler", "Heart-healthy Eating Guide for Women", "Healthy Weight for Life", "Your Healthy Back", "Your Guide to Vitamin & Mineral Supplements", "Walk Your Way to Fitness", and "Eating Out: Your Pocket". At the bottom right of the page, there is a "Help & Info ?" link.

Walk to Wellness

Mayo Clinic Health Solutions

Congratulations!

You've met your **Walk to Wellness** goal — that's great.

You're in luck. Not only are you on your way to making exercise a part of your daily routine, you're also eligible for a free reward.

Select a free e-booklet from this list.

Healthy Meals for Hurried Lives
Your simple guide to planning and preparing healthy meals. Recipes included.
[Healthy Meals for Hurried Lives](#)

Healthy Traveler
Answers on staying well when away from Home. What do to before, during and after your trip.
[Healthy Traveler](#)

Heart-healthy Eating Guide for Women
Heart-healthy eating is all about eating well, even when time is short. Recipes and menu planner included.
[Heart-healthy Eating Guide for Women](#)

Healthy Weight for Life
What's your healthy weight? More importantly, how can you get and stay there?
[Healthy Weight for Life](#)

Your Healthy Back
Take charge! Manage your back pain. Exercise recommendations included.
[Your Healthy Back](#)

Your Guide to Vitamin & Mineral Supplements
Get the scoop on 15 common vitamins and minerals.
[Your Guide to Vitamin & Mineral Supplements](#)


Walk Your Way to Fitness
Get tips on all things walking. Twelve-week printable fitness log included.
[Walk Your Way to Fitness](#)

Eating Out: Your Pocket
Nutrient breakdowns on foods from common restaurants — McDonald's, Subway, Olive Garden and more.
[Eating Out: Your Pocket](#)


[Help & Info ?](#)

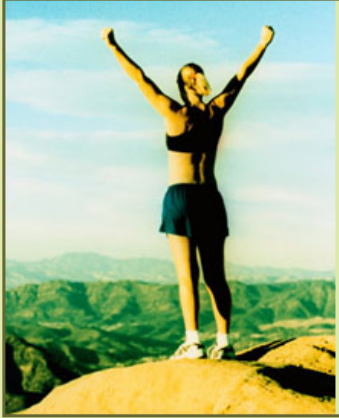
Your organization may offer you an incentive for enrolling in or completing Walk to Wellness.

Celebrate Your Success!

**Walk to Wellness**

With your organization

Mayo Clinic
Health Solutions



Congratulations
you've met your
goal!

Don't stop now! You've done a great job of adding walking to your daily routine. Keep up the hard work. And keep logging your progress — even though you've already achieved your goal. Think about how you might reward yourself for extra walking!

CONTINUE

Help & Info ?

When you've completed Walk to Wellness, celebrate your success and continue your walking!

10 Ways to Increase Effectiveness

1. Secure management support
2. Recruit an internal celebrity, influencers, champions
3. Coordinate an enrollment event
4. Utilize and encourage walking groups
5. Promote walking-friendly environment
6. Target family participation
7. Plan and highlight on-site events
8. Use incentives
9. Communication and promotion
10. Make it fun for everyone!

Next Steps and Questions:

- View short overview online:

<http://www.mayoclinichealthmanagementresources.com/walkingdemo/walkingdemo.cfm>

- Questions

